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BOW ISLAND CHAMBER OF COMMERCE

BOW ISLAND, ALBERTA

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Tourism and the Promotion of Small Towns and Districts, Presented to the C 2
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Office of the Minister of Advanced Education

Mr. Peter Jenner,
Executive Assistant to the
Minister of Advanced Education,
Room 425,
Legislative Building,
EDMONTON, Alberta.

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August 30, 1973

Dear Mr. Jenner:

Enclosed is one copy of a brief that the Bow Island and Foremost Chambers of Commerce will be pleased to present to the Cabinet on **Sept. 18th** @ Lethbridge.

Thank you for your consideration.

Yours truly,

Philip S. Bryant
President - (Bow Island)

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Mr. Premier and Honourable Members of the Cabinet.

Tourism and the Promotion of Small Towns and Districts

A short time ago the Western Provinces met with the Federal Government on the broad issue of decentralization. Now in the interest of small communities we meet with you, the provincial government, on a smaller issue of decentralization and with the hope of expanding the tourist industry throughout Alberta.

Alberta is liberally endowed with natural resources which lend themselves to an active and prosperous tourist trade. Some of these resources, notably those within the national parks and larger cities are widely publicized and utilized. Unfortunately, many other resources ranging from geographical features and historical sites, to an open, genuine and diverse people, lay fallow, unknown and unappreciated. That rural communities have a variety of cultures, rich in Canadiana, folklore and handicraft; a distinctive way of life and much of a tourist attractive nature is self-evident and indisputable.

More effective promotion of rural communities and Alberta as a whole can be accomplished through the "Alberta Tourist Guide", probably the most widely read single piece of tourist information. Whereas, we realize the worth of the "Tourist Guide", we recognize that it could be vastly improved. We must note the "Guides" lack of photographs, its organization which requires campers to check several lists before being able to determine a given towns facilities, its incomplete index, its brief and colorless description of towns (Raymond, a town of 2000 and host of the Summer Games wasn't even mentioned this year) and its listing of the attractions of this marvelous province on less than one page. Tourism is advertizing and good advertizing will bring its rewards. The Alberta Tourist Guide can be improved by listing facilities according to the towns and highways they are near, by more complete lists and colorful descriptions of points of interest, and with living sketches of towns and peoples showing Alberta and Albertans in action.

The production of the Alberta Tourist Guide must be closely tied to the individual community. In seperable from this preparation is an improved and expanded public relations field with rural Alberta. Only in this manner will we determine what can be of interest to tourists and can we encourage the development of more tourist oriented projects (trail rides, hospitality centers, guest farms, etc.) Specifically this requires an individual to travel to rural areas to compile the information and perhaps more important to stimulate each community to become more tourist concious and to generate community pride in their attractions and heritage. We anticipate the cost of one more person on staff and the added cost of publication to be returned many fold. Returns will be by the tourist dollar and by the stimulus it would give to the smaller communities.

Alberta has many attractions which will bring a tourist at least once. Through decentralizing or perhaps broadening our efforts in the tourist industry we may entice him to return again and again.

Compiled by - V.P. Roth

in co-operation with and supported by:

The - Bow Island Chamber of Commerce

The - Foremost Chamber of Commerce